LEO BURNETT U.S.A.
Ad No. 546—Football Fax—National—Req. No. 9830—Page, 4/c—10 x 12⅛"—Nsp. Supplements, 1974 (A)
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Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

1. No matter who he huddled with in the stands. Gregory Stecker always held on to his cigarette holder. It gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips. So you taste only rich, clean tobacco flavor. It's the best draw play you'll ever make.

Kings: 15 mg "tar", 0.9 mg nicotine av.
100's: 18 mg "tar", 1.2 mg nicotine av.
per cigarette, FTC Report Mar. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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